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Rule 31 Continuing Mediation Education Accreditation Request Form

Provider Name: Tennessee Valley Mediation Association
Address: 1504 Kenton Court, Antioch, TN 37013
Telephone/Fax: 615-428-9225
E-Mail Address: rbrown2456@aol.com
Course Title: "Mediation - Remaining Neutral in the Age of Social Media and Search Engines"
Date(s) Held: January 19, 2016, 6:00 p.m. to 7:00 p.m.
Location(s): Middlebrook Pike Mediation and Training Center, 2117 Middlebrook, Knoxville, TN 37921 (865) 523-4176
Fee for Members/Non-Members: \$5 Members/\$20 Non-members
Does this course have CLE Commission Approval? CLE Approval Pending

Session Description	Type of Credit Requested (General Continuing Education, General Mediation Issues, Mediation Ethics, or Family Law)	Start Time	End Time	Credit Approval (Office Use Only)
<p>The Tennessee Valley Mediation Association on January 19, 2016, at the Middlebrook Pike Mediation and Training Center in Knoxville, TN will present a session on "Mediation – Remaining Neutral in the Age of Social Media and Search Engines". Session summary: "Can our role as a neutral be compromised by public information and brand imaging?"</p> <p>This engaging and revealing up-to-date seminar will contain practical information to bring greater awareness of the current uses, trends and implications of social media and search engines as it relates to mediators, attorneys and clients.</p> <p>This 1 hr. seminar will focus on four distinct areas:</p> <p>Social Media – A brief overview of the Top 15 Social Media sites and the top Social Media sites for both professional mediators and law firms.</p> <p>How did they find that out about me online? How Search Engines gather and post information about you and your</p>	General Mediation / Mediation Ethics	6:00 p.m.	7:00 p.m.	1.0 Hour Med. Ethics

practice. Why your brand image can suffer in the online hands of disgruntled clients and limit your effectiveness.

Freedom of Speech...too much, too little? Learn how to best retain your neutrality while also being able to express yourself. How you can limit what others view about you and your practice online. Also, the best things to keep private on social media.

Did you know that over 75% of clients use search engines to explore the best legal help for them?

Did you know that 84% of your new clients will use a search engine to find out about you and your practice before they ever have a face-to-face meeting with you?

John C. Duval, is a partner in the Tennessee Council of Conflict Mediation, LLC in Franklin, TN. An active TSC Rule 31 Listed Family & General Civil Mediator. Local professional associations include: NBA and TAPM.

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Total Approved CME: 1.0 Hour
Date Approved: December 29, 2015